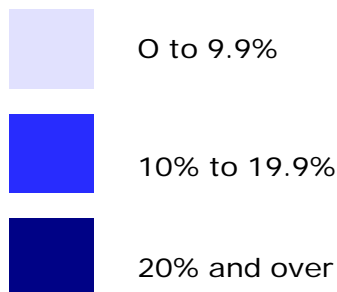
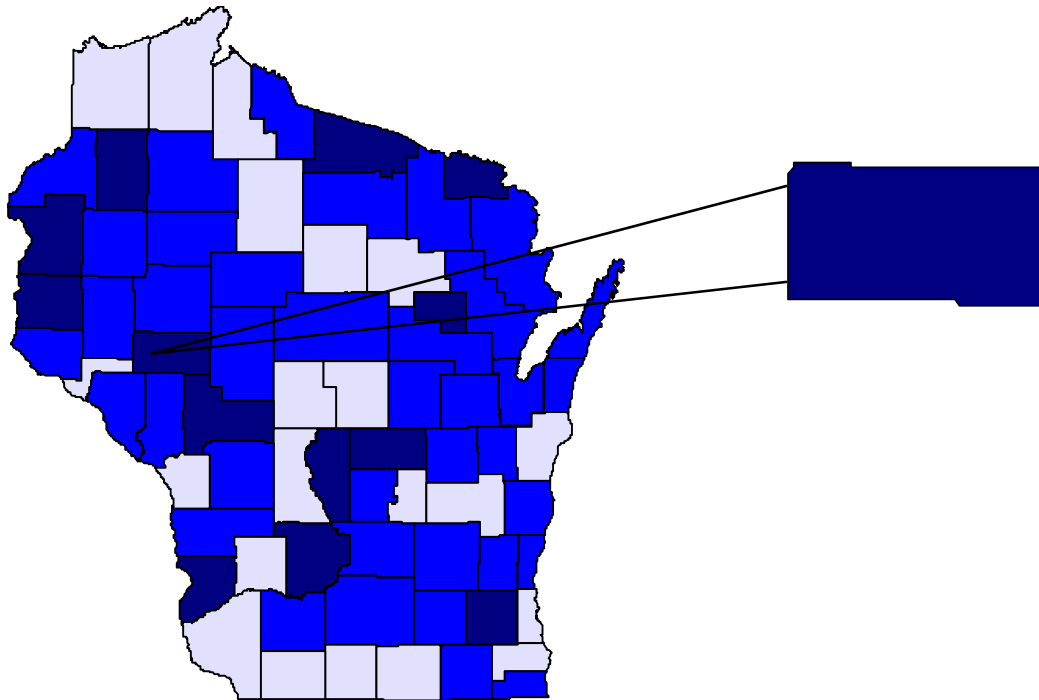


Eau Claire County Workforce Profile

Job Growth 1994 to 1999



**Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001**



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Eau Claire County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

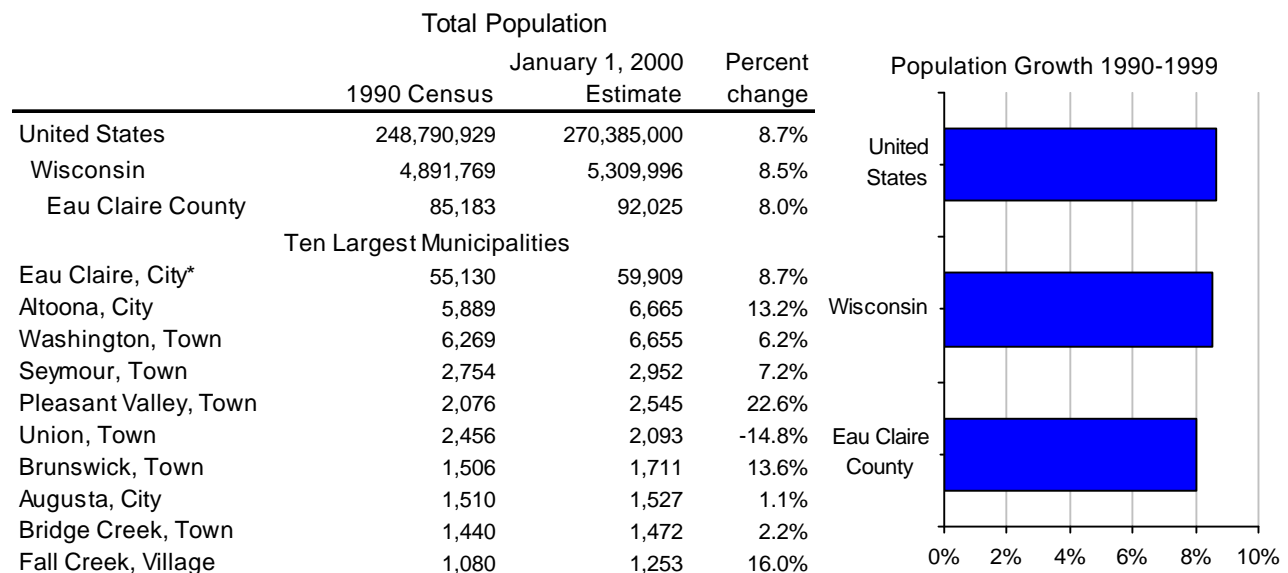
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Eau Claire County Population and Civilian Labor Force

The total population of Eau Claire County grew 8.0 percent from 1990 to January 2000, less than both state and national expansion. The greatest numeric increase in population was in the largest municipality, the City of Eau Claire. In fact, population expansion in the city accounted for 70 percent of county growth. Most of the population growth in the county was from natural causes (10,968 births vs. 6,541 deaths), but the county also grew from migration. Since 1990, 2,493 individuals moved to the county which produced a migration rate of 2.9 percent, which is under the state migration rate of 3.7 percent.

Of the 92,025 residents living in the county at the end of 1999, 72,326 (79%) were 16 years and older. Since 1990, the population over 16 years of age has grown by 6,220, while the population under 15 years old increased by 621. This produced a net increase in the population of 6,842.

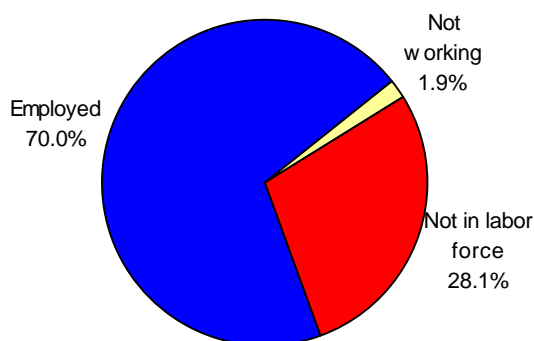


Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Eau Claire County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.

1999 Labor Force Participation



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 71,337. Of those, 51,280 were actively participating in the labor force and the labor force participation rate was 71.9 percent, higher than in 1990. However, it is lower than the state participation rate of 72.3 percent but exceeds the national rate of 67.1 percent.

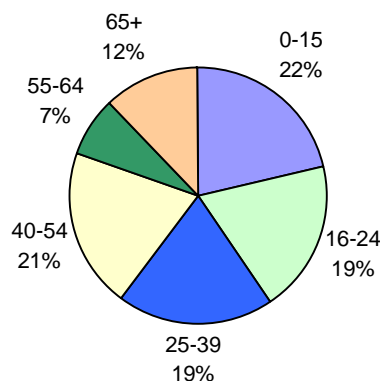
As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

The most significant change from 1990 to 1999 in the population groups occurred as the 25-39 year old group matured. This, plus an influx of people migrating to the county, caused the expansion in the 40-54 year old group, now the largest group in the labor force age population (16 years and older). Participation rates among this age group are high, generally 85-90 percent, and is one of the reasons the overall county participation rate is high. And, even though the younger age groups diminished in size, the share of population in these groups in Eau Claire County (49%) is higher than the ratio statewide (44%).

The labor force age population will continue to grow, although the additions each year will become smaller, and the composition of the labor force will change. In 1999, roughly 25 percent of the labor force age population was over 55 years old. That increases to 27 percent by 2005. Meanwhile, the percentage of those 25-54 will decline to 51 percent by 2005 and under 50 percent by 2010.

Eau Claire County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	19,074	19,698	3.3%
16-24	16,676	17,620	5.7%
25-39	19,207	17,938	-6.6%
40-54	13,377	18,673	39.6%
55-64	6,240	6,891	10.4%
65+	10,606	11,204	5.6%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Eau Claire County Civilian Labor Force Data

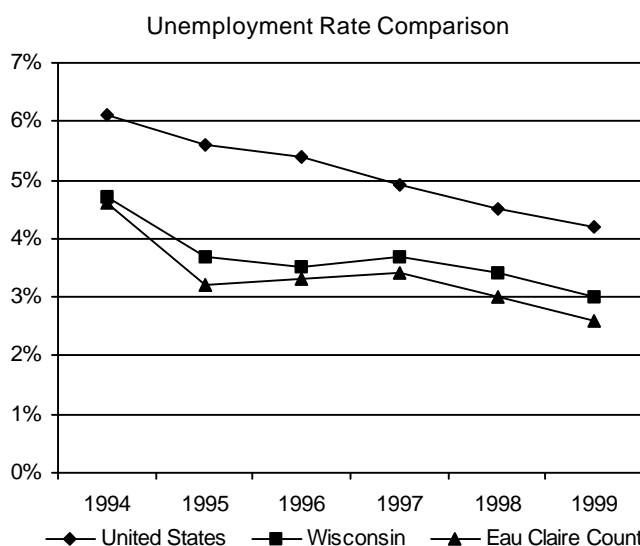
	1994	1995	1996	1997	1998	1999
Labor Force	47,400	48,400	50,700	52,000	52,200	51,300
Employed	45,300	46,900	49,000	50,200	50,600	49,900
Unemployed	2,160	1,570	1,660	1,750	1,550	1,360
Unemployment Rate	4.6%	3.2%	3.3%	3.4%	3.0%	2.6%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (71.9% of the labor force age population in Eau Claire County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Eau Claire County in 1999 of 51,280, 2.6 percent were unemployed. This is lower than both the state and national unemployment rates of 3.0 and 4.2 percent, respectively, in 1999.

Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Eau Claire County includes not only residents who work for employers located both in and beyond the county boundaries, but all self-employed residents and proprietors. Roughly 13 percent of the number of employed in Eau Claire County are either farm or



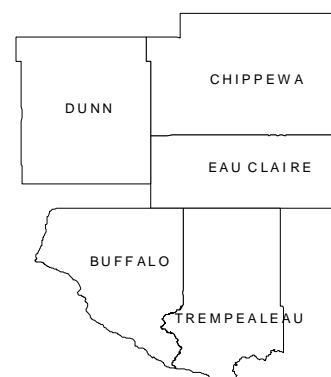
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

nonfarm proprietors. In the last year the number of proprietors declined by 207. Since 1994, total employed increased by over 4,600 while the number of proprietors increased 930.

Eau Claire County Commuting Patterns

	Commute To	Commute From	Net Commute
Buffalo County	296	279	-17
Chippewa County	3,772	4,198	426
Dunn County	464	1,288	824
Trempealeau County	568	577	9
Elsewhere	1,285	641	-644
Total	6,556	7,123	567
Commute within County	33,419		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

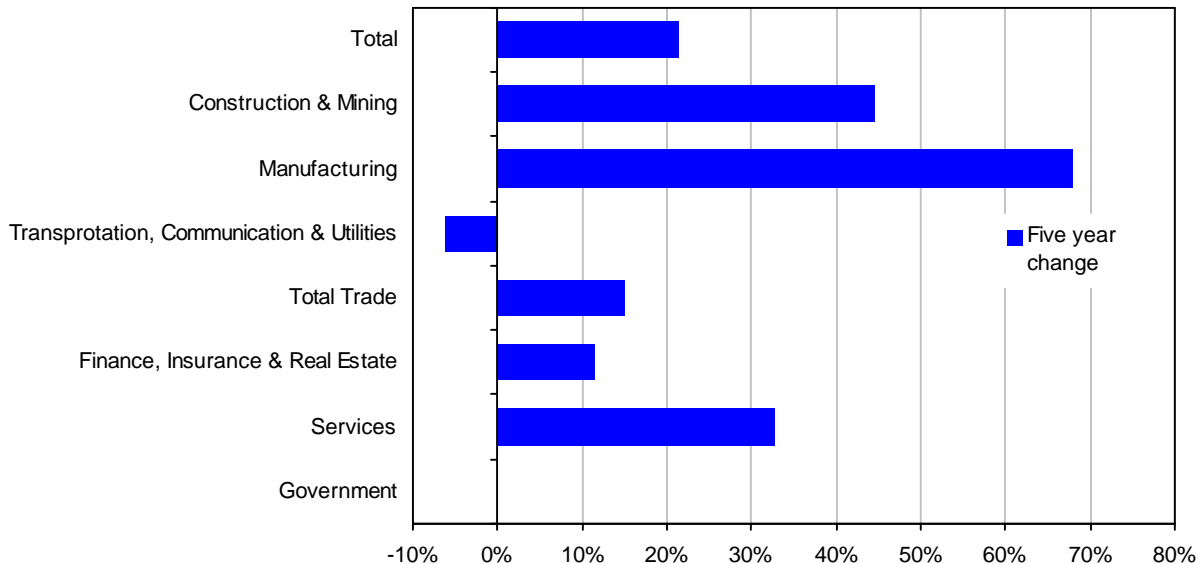


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Eau Claire County in 1990 that included over 6,500 residents who commuted to surrounding communities, mostly in Chippewa County, for a job. Of the nearly 3,800 who traveled to Chippewa County, almost half of them worked in the City of Chippewa Falls. Another third find worked in the portion of the City of Eau Claire that is part of Chippewa County.

More workers enter Eau Claire County for work, however, than leave for neighboring areas. For the majority of commuters into the county, the primary destination is the City of Eau Claire. The city is also the primary destination for most of the jobholders in Eau Claire County. Of the workers who commute within the county, three in every four work in the City of Eau Claire. Over 85 percent of all the county's employers are located in the city, which is also home to the county's largest employers.

Eau Claire County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	43,540	45,660	47,667	49,799	50,939	52,871	3.8%	21.4%
Goods Producing	5,182	5,880	6,380	6,983	7,751	8,363	7.9%	61.4%
Construction & Mining	1,452	1,714	1,703	1,760	1,844	2,101	13.9%	44.7%
Manufacturing	3,730	4,166	4,677	5,223	5,907	6,262	6.0%	67.9%
Durable	1,153	1,445	2,155	2,800	3,537	4,067	15.0%	252.7%
Nondurable	2,576	2,721	2,522	2,422	2,369	2,195	-7.4%	-14.8%
Service Producing	38,358	39,780	41,286	42,816	43,188	44,507	3.1%	16.0%
Transportation, Communications & Utilities	2,827	2,874	2,819	2,794	2,645	2,652	0.2%	-6.2%
Total Trade	13,607	14,120	14,653	15,002	15,009	15,649	4.3%	15.0%
Wholesale	1,888	1,894	2,026	2,097	2,128	2,294	7.8%	21.5%
Retail	11,719	12,226	12,627	12,905	12,880	13,355	3.7%	14.0%
Finance, Insurance, and Real Estate	1,874	1,996	2,006	2,049	2,121	2,089	-1.5%	11.5%
Services & Misc.	12,418	13,068	14,064	15,269	15,773	16,483	4.5%	32.7%
Total Government	7,631	7,721	7,744	7,703	7,640	7,633	-0.1%	0.0%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Eau Claire County total nonfarm wage and salary growth outpaced state growth at both the one-year and five-year intervals by adding 9,400 jobs to the local economy since 1994. Most of those additional jobs (6,200) were from industries in the service-producing sector. Within the service-producing sector, the services industry division added more than 4,100 jobs. Much of the growth there centered around health care providers, temporary employment agencies, and business services such as call and processing centers. Services industry employers provide nearly one out of every three jobs in the county and, over the last five years, accounted for 44 percent of total nonfarm employment growth. Retail trade employers added 1,640 jobs and accounted for another 17 percent of total growth. Roughly 25 percent of payroll jobs in the county are with retail trade employers compared with 18 percent statewide.

The increase of 5.8 percent in manufacturing employment in the last year was shy of the 6.0 percent increase statewide. All of the growth occurred in durable goods manufacturing, especially the production of computer equipment and parts. In most of 1999 this industry group was still adding jobs but the first signs of a weaker market did cause some lay offs. In the last five years, however, this industry more than doubled in size and most of the employers participating in the expansion are included among the county's ten largest.

Eau Claire County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Building Materials & Garden Supplies	*	*	*	*
Health Services	129	5,954	230	1113
Educational Services	24	4,830	83	481
Eating And Drinking Places	149	3,753	-69	-515
Business Services	120	3,207	295	1579
Industrial Machinery And Equipment	*	*	*	*
General Merchandise Stores	14	1,840	160	416
Wholesale Trade-Durable Goods	128	1,672	219	577
Food Stores	36	1,595	58	313
Executive, Legislative, And General	18	1,592	91	-44

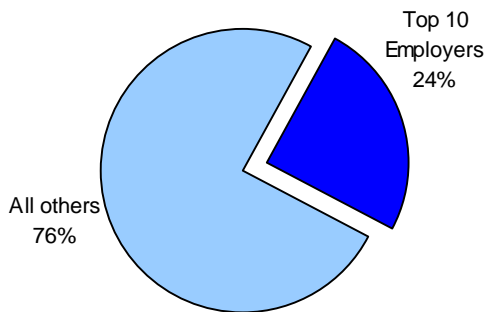
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Top 10 Employers

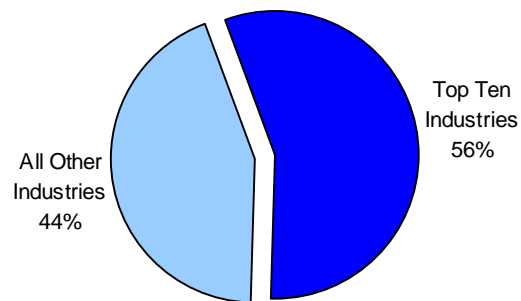
Company	Product or Service	Size
Menard Inc	Building materials store	1000+
Hutchinson Technology Inc	Industrial eq. products: computer components	1000+
Eau Claire Area School District	Education	1000+
University of Wisconsin Eau Claire	Education	1000+
Luther Hospital	Health care services: hospital	1000+
Sacred Heart Hospital	Health care services: hospital	1000+
Midelfort Clinic Ltd Mayo Health	Health care services: clinics	500-999
Northern States Power Co	Utility	500-999
City of Eau Claire	Executive and general government	500-999
D Mark Group Inc (Manpower Inc)	Business services: temporary help	500-999

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



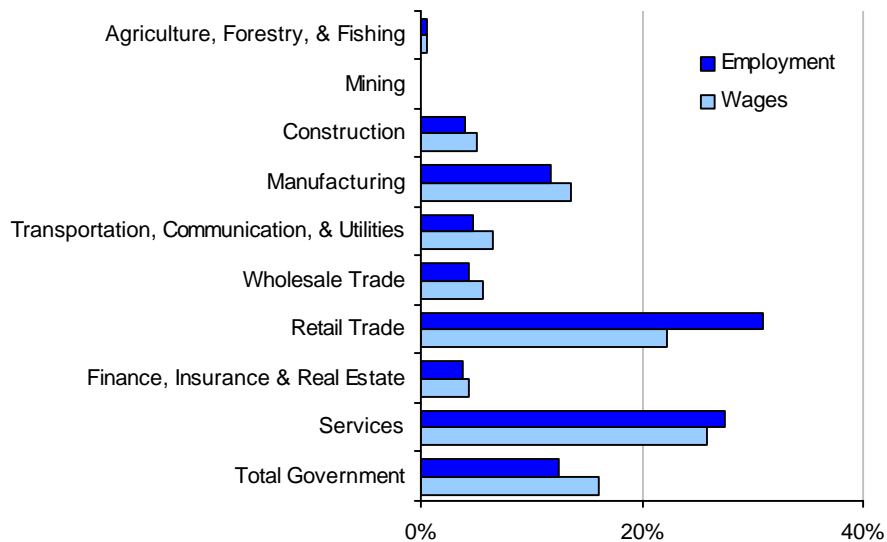
The dominance of service producing employment is apparent in both of these lists. All of the top ten industry groups and all of the top ten employers, except Hutchinson Technology, and the industry it represents, are from the service producing sector of the Eau Claire County economy. However, much of the growth in business services is the result of an increase in contracted temporary labor with local manufacturing firms. Six of the top industry groups are represented by the county's largest employers. Four industry groups are from the retail trade industry division: building/hardware/garden supply stores, eating and drinking places, general merchandise stores, and food stores. Most of the employers are small, but together they employ many workers. One exception, of course, is Menard's, the county's largest employer and the only retail trade employer on the top ten list.

Out of 2,333 employers in the county, the top ten provide just under one-quarter of all the jobs. The top ten industry groups, on the other hand, provide over half of the jobs in the county.

Eau Claire County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$25,279	\$29,609	85.4%	3.3%	20.1%	53,398
Agriculture, Forestry, & Fishing	\$21,949	\$21,499	102.1%	-2.9%	31.1%	284
Mining	*	\$39,968	*	*	*	*
Construction	\$33,209	\$36,772	90.3%	6.3%	28.3%	2,084
Manufacturing	\$29,059	\$37,773	76.9%	3.7%	15.9%	6,321
Transportation, Communications, & Utilities	\$34,967	\$34,523	101.3%	1.0%	18.2%	2,543
Wholesale Trade	\$33,079	\$38,048	86.9%	8.9%	30.3%	2,301
Retail Trade	\$18,193	\$15,066	120.8%	4.1%	34.4%	16,530
Finance, Insurance, & Real estate	\$28,425	\$37,911	75.0%	-1.0%	22.7%	2,030
Services	\$23,779	\$26,041	91.3%	2.8%	14.5%	14,679
Total Government	\$32,935	\$32,017	102.9%	2.6%	15.6%	6,625

Total Employment and Wage Distribution by Industry Division



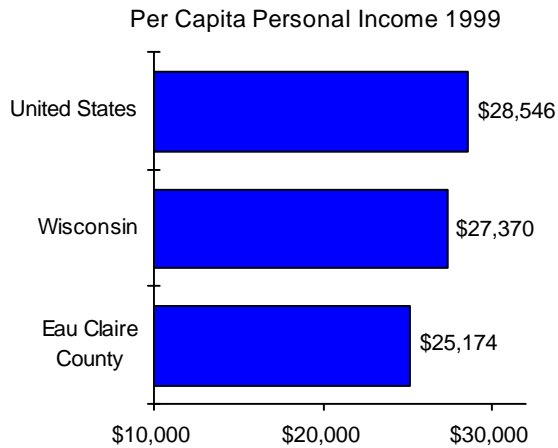
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools; 2) multi-location employers report all workers and wages at a single site, i.e.. retail franchises. This is most apparent in retail trade.

Typically, the industry with the most workers has the highest payroll. In Eau Claire County, however, retail trade has the most workers, but the second highest payroll at \$300,723,317. Because there are so many part time workers in retail trade and wages are generally low, the annual average wage of \$18,193 is the lowest in the county. Even this wage, however, exceeds the state average for workers in retail trade. The services industry had the highest payroll at \$349,054,032 and second highest number of workers. Overall, total payroll in the county was \$1,349,838,289. When divided by the 53,398 jobholders in 1999 that produced an annual average wage of \$25,279.

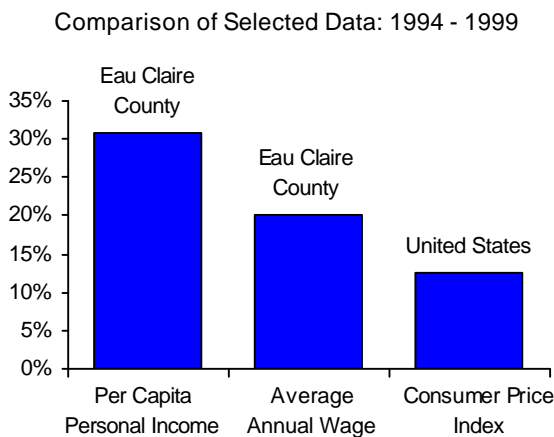
The greatest disparity in wages occurred in finance, insurance and real estate, but wages in manufacturing, an industry that generally leads wages in most Wisconsin counties (including Chippewa County), were only 77 percent of production wages statewide. Because of this and the large number of workers in the retail sector, the total average wage in the county is only 85 percent of the state average of \$29,609, marginally less than last year, but higher than in three of the last five years. Wage increases in the county lagged the state increase of 3.7 percent from 1998 to 1999, and the 21.7 percent increase over the five-year period.

Eau Claire County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Eau Claire County was 92 percent of the state's, and was lower than 20 other Wisconsin counties.

The PCPI in Eau Claire County, which has increased 30.8 percent in the last five years, exceeded both national and state five-year growth of 26.4 and 26.1 percent, respectively. Annual increases also exceeded both national and state increases in four of the last five years, but did not exceed national increases in 1999.



Growth in the county PCPI exceeded the growth in annual average wages. Net earnings from personal income, which includes not only wages of residents (many who work more than one job), but self-employment and proprietor's income, comprise 67 percent of total personal income (TPI) and increased 37 percent from 1994 to 1999. That alone exceeds the rise in annual average wages. Also, income from assets, which comprise 20 percent of TPI rose 37 percent and transfer payments, which comprise 13 percent of TPI, rose 17 percent. In comparison, income from net earnings in the state is 67 percent of TPI, from assets is 20 percent, and from transfer payments is 12 percent.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Eau Claire County	\$19,244	\$20,111	\$21,083	\$22,568	\$24,029	\$25,174	4.8%	30.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Accountant/auditor	\$ 16.57	\$ 20.95
Cashier-checker	6.33	6.56
Computer programmer	21.43	21.98
Customer service representative	15.66	16.00
Data entry keyer	9.02	9.38
Industrial truck op. (fork lift)	11.97	12.07
Janitor/Cleaner	8.41	9.09
Maintenance repairer, general	11.67	11.81
Nurse aide	8.89	9.18
Office clerk, general	8.81	9.05
Registered nurse	18.74	18.82
Retail salesperson	6.98	8.51
Secretary	11.70	11.46
Team assembler	8.25	8.70
Truck driver, heavy & OTR	13.03	13.87

Source: DWD, BWI, 1999 OES wage survey for Eau Claire MSA

Employers in the Eau Claire-Chippewa Metropolitan Statistical Area (MSA) who responded to the Occupational Employment Statistics (OES) survey reported the wages for the selected occupations in this table. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. In addition to these occupations, wages and employment levels for 236 occupations in the Eau Claire MSA are posted on our web site (<http://www.dwd.state.wi.us/lmi>).

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.